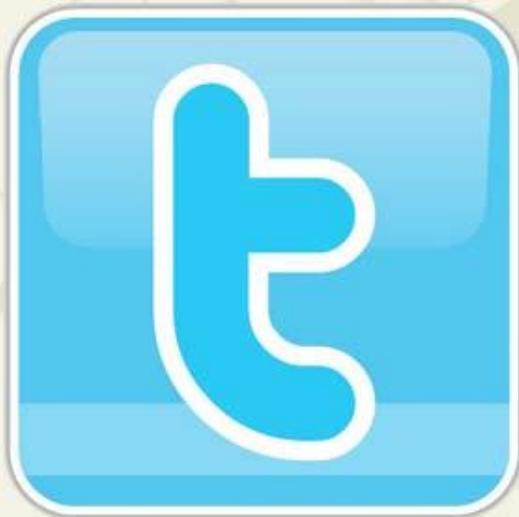


# ZIKA VIRUS SOCIAL MEDIA KIT



Provided by  
the City of El Paso  
Department of  
Public Health

[www.EPHealth.com](http://www.EPHealth.com)



*Where Health Knows No Borders*

## **Overview**

This City of El Paso Department of Public Health (DPH) Social Media Kit contains a compilation of tweets and Facebook messages to help disseminate Zika Virus information on social media. For increased impact, social media campaigns should be integrated in communications strategy and aligned with offline activities. DPH recommends the development and use of a content calendar to help plan all messages.

## **DPH Social Media Pages**

<https://www.facebook.com/EP-Public-Health-101891923185094/?fref=nf>

<https://twitter.com/EPPublicHealth>

City of El Paso YouTube page: <https://www.youtube.com/user/cityofelpasotx>

## **CDC Social Media Pages**

<https://www.facebook.com/CDC>

<https://plus.google.com/+CDC/posts>

<https://www.instagram.com/CDCgov>

<https://www.pinterest.com/CDCgov>

<https://twitter.com/CDCgov>

<https://twitter.com/DrFriedenCDC>

<https://www.youtube.com/CDCStreamingHealth>



## ZIKA VIRUS FACTS

- The CDC maintains an updated list of #Zika-affected areas on their website at [www.cdc.gov/zika](http://www.cdc.gov/zika)
- There have been no reported cases of #Zika transmission through mosquito bites in El Paso at this time.
- Only about 1 in 5 people infected with #Zika will develop symptoms such as fever, rash, muscle pain and headache.
- Illness from #Zika is usually mild and most people feel better within a week.
- Severe #Zika requiring hospitalization is uncommon and deaths are rare.
- Mosquitoes that spread Zika virus are found throughout the tropics so outbreaks will likely continue.
- There is no vaccine or medicine for #Zika at this time.
- #WhatWeDontKnow: if you do travel and are bitten, how likely you are to get #Zika.
- #Zika is spread mostly by the bite of an infected Aedes species #mosquito.
- The mosquitoes that can carry #Zika are found in El Paso.
- There's no specific treatment for Zika. Treat symptoms by getting rest, drinking fluids, and taking acetaminophen.

**CDC ZIKA FACTS**

The most common symptoms of Zika are **fever, rash, joint pain, and conjunctivitis (red eyes).**

 [www.cdc.gov/zika](http://www.cdc.gov/zika)



## ZIKA VIRUS & PREVENTION

- The best way to protect yourself against #Zika while traveling is to prevent #mosquito bites. <http://www.cdc.gov/zika/prevention/index.html>
- Use EPA-registered insect repellent to prevent #mosquito bites. <http://www.epa.gov/insect-repellents/find-insect-repellent-right-you>
- #Zika prevention: use insect repellent. Look for the following active ingredients: DEET, PICARIDIN, IR3535. [www.EPHealth.com](http://www.EPHealth.com)
- Wear protective clothes to prevent #mosquito bites. For extra protection, treat clothing with permethrin. [www.EPHealth.com](http://www.EPHealth.com)
- Mosquito-proof your home by using screens on windows and doors. Use air conditioning when available. [www.EPHealth.com](http://www.EPHealth.com)
- Keep #mosquitoes from laying eggs in and near standing water around your home to prevent breeding. [www.EPHealth.com](http://www.EPHealth.com)
- Help control #mosquitoes that spread #Zika, take the following steps: [http://www.cdc.gov/zika/pdfs/control\\_mosquitoes\\_chikv\\_denv\\_zika.pdf](http://www.cdc.gov/zika/pdfs/control_mosquitoes_chikv_denv_zika.pdf)
- If you use sunscreen, put sunscreen on first and insect repellent second. #Zika #prevention [www.EPHealth.com](http://www.EPHealth.com)
- When used as directed, EPA-registered insect repellents are safe and effective, even for #pregnant and breastfeeding women. [www.EPHealth.com](http://www.EPHealth.com)
- Do not use insect repellent on infants under two months of age. Instead dress them in clothing that covers their arms and legs. [www.EPHealth.com](http://www.EPHealth.com)



## ZIKA VIRUS & PREGNANCY



- #Zika can spread from a pregnant woman to her baby. It may cause microcephaly, a serious birth defect. [www.EPHealth.com](http://www.EPHealth.com)
- The CDC is recommending that #pregnant women postpone travel to #Zika-affected areas. [www.EPHealth.com](http://www.EPHealth.com)
- #Zika infection during pregnancy is linked to birth defects in babies. [www.EPHealth.com](http://www.EPHealth.com)
- It is not known at this time if there is a safe time during your pregnancy with #Zika. [www.EPHealth.com](http://www.EPHealth.com)
- It is not known at this time if you do travel and get #Zika how likely it is that your baby will have birth defects from the infection. [www.EPHealth.com](http://www.EPHealth.com)
- CDC recommends that pregnant women without symptoms of #Zika be tested 2-12 weeks after returning from Zika-affected areas. [www.EPHealth.com](http://www.EPHealth.com)
- CDC recommends that couples trying to get pregnant talk to a healthcare provider before traveling to #Zika-affected areas. [www.EPHealth.com](http://www.EPHealth.com)

CDC's Response to **ZIKA**  
**PREGNANT?** Read this before you travel

**WARNING: Travel Notice**

CDC has issued a travel notice (Level 2-Practice Enhanced Precautions) for people traveling to areas where Zika virus is spreading.

This notice follows reports in Brazil of microcephaly and other poor pregnancy outcomes in babies of mothers who were infected with Zika virus while pregnant.

Sexual transmission of Zika virus from a male partner is possible, so travelers should use condoms.

**Pregnant?**

- Consider delaying travel to areas where Zika virus is spreading.
- If you must travel to these areas, talk to your doctor first
- Strictly follow steps to prevent mosquito bites during your trip.
- If you have a male partner who lives in or has traveled to an area with Zika, either abstain from sex or use condoms consistently and correctly during your pregnancy.

**Trying to become pregnant?**

- Before you travel, talk to your doctor about your plans to become pregnant and the risk of getting Zika.
- Strictly follow steps to prevent mosquito bites during your trip.
- Consider using condoms consistently and correctly with male partners who live in or travel to areas with Zika.

Before you travel, check the CDC travel website frequently for the most up-to-date recommendations. <http://www.cdc.gov/travel>

For more information:  
[www.cdc.gov/zika](http://www.cdc.gov/zika)

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

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# ZIKA VIRUS & TRANSMISSION



- #Zika virus is primarily spread through mosquitoes. More info here → [www.cdc.gov/zika](http://www.cdc.gov/zika)
- There's no indication that #Zika can spread from person-to-person through casual contact like hugging or sharing utensils. [www.EPHealth.com](http://www.EPHealth.com)
- #Zika can be spread by a man to his sex partners and can be present in semen longer than in blood. <http://www.cdc.gov/zika/transmission/sexual-transmission.html>
- The FDA recommends as a precaution that certain people defer donating blood <http://www.cdc.gov/zika/transmission/blood-transfusion.html> #Zika
- Aedes #mosquitoes are aggressive daytime biters. They can also bite at night. #Zika [www.EPHealth.com](http://www.EPHealth.com)
- CDC recommends that men who have traveled to #Zika-affected areas should use condoms or not have sex with a pregnant partner. [www.EPHealth.com](http://www.EPHealth.com)
- To date, there have been no reports of infants getting #Zika through breastfeeding. [www.EPHealth.com](http://www.EPHealth.com)
- In men, #Zika can be transmitted before, during and after symptoms develop. [www.EPHealth.com](http://www.EPHealth.com)



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**ZIKA VIRUS** ADDITIONAL RESOURCES



## **9 Social Media Tips**

1. Use a friendly tone – Strive for an approachable style that is authentic and friendly without being overly formal.
2. Be their ears and eyes – Try to stay conscious of what your followers and other virtual participants might be most interested in reading, seeing, or learning about; and not only what you want to tell them.
3. Use common hashtags like #Zika #ZikaVirus #Mosquito #Mosquitoes
4. Be original – Avoid posting overused rhetoric about the issue. Stay fresh.
5. No time like the present – Post about what’s happening now. Commenting and responding to others’ posts in real time adds depth and value to discussion.
6. A picture is worth a thousand words – Visuals are the most well liked and likely to be shared type of content on social media. Add value for your followers and give them something they can’t get elsewhere.
7. Be a social media advocate – Remind other partners that they can also tweet, message, and share posts about Zika.
8. Engage the online community – Social media is a great tool to engage and interact with the online community. Mention others in your posts and encourage users to express their opinion by asking questions.
9. Educate! Educate! Educate! – The world, especially the online world, is full of false information. Educate your followers by providing solid information and citing sources.

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